

Message Text

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PAGE 01 MEXICO 09833 160023Z
ACTION ARA-14

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C O N F I D E N T I A L MEXICO 09833

PASS TO AID/PHA/POP

E.O. 11652: GDS
TAGS: SPOP, MX
SUBJECT: COMMERCIALIZATION OF CONTRACEPTIVES

1. DURING CURRAN VISIT DISCUSSIONS ADVANCED CONSIDERABLY FOR GOM NON-PROFIT CONTRACEPTIVE COMMERCIALIZATION SCHEME. POPOFF FELT CURRAN MADE VALUABLE CONTRIBUTION TO DISCUSSIONS AND BELIEVES HE WAS HIGHLY IMPRESSED WITH MEXICAN CAPABILITY/EXPERIENCE IN MARKETING.

2. DURING RECENT DISCUSSIONS WITH NATIONAL COORDINATOR OF NATIONAL FAMILY PLANNING PROGRAM, DR. JORGE MARTINEZ MANAUTOU, POPOFF MENTIONED IMPRESSIONS OF HEALTH INFRASTRUCTURE SHORTCOMINGS AS SEEN IN DURANGO VISIT. DR MARTINEZ RESPONDED THAT TO EXPECT SUCCESS THROUGH ANY KIND OF HEALTH INFRASTRUCTURE WAS TO COURT FAILURE. DR SERGIO CORREU, DIRGEN OF MATERNAL CHILD HEALTH-FAMILY PLANNING OF MOH, COMMENTED THAT CLINIC SYSTEM IS NOT UTILIZED, THAT PASANTE APPROACH IS UNWORKABLE, AND THAT THEREFORE KEY TO SUCCESS AND THRUST AROUND WHICH THE NATIONAL FAMILY PLANNING PROGRAM HAS BEEN DESIGNED IS
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PAGE 02 MEXICO 09833 160023Z

COMMUNITY BASED DISTRIBUTION AND COMMERCIALIZATION. DR MARTINEZ BELIEVES COMMERCIALIZATION WILL BE MOST EFFECTIVE TOOL OF SPREADING FAMILY PLANNING IN URBAN AND RURAL AREAS.

3. GIVEN HIGH DEGREE LACK OF INFRASTRUCTURE IN MEXICAN RURAL AREAS, COMMERCIALIZATION PROGRAM TAKES ON PRIME

IMPORTANCE FOR ANY AND ALL ASPECTS OF US ASSISTANCE TO GOM.

4. POPOFF AND EMBASSY BELIEVE THAT PRINCIPAL GOAL OF US ASSISTANCE TO GOM IN POPULATION CAN ONLY BE TO SUPPORT AND AUGMENT THOSE PROGRAMS AND ACTIONS WHICH WILL CONTRIBUTE MOST EFFECTIVELY AND EFFICIENTLY TO THE GREATEST POSSIBLE REDUCTION IN POPULATION GROWTH RATE, AND WITHIN THE SHORTEST TIME POSSIBLE DUE NOT ONLY TO MEXICO'S INTERNAL PROBLEMS CAUSED BY RAPID POPULATION GROWTH, BUT ALSO TO EVER INCREASING PRESSURES SUCH GROWTH PLACES ON US. CLEARLY THE GOM AND THE POPOFF VIEW COMMERCIALIZATION PROGRAM AS THE PRIME EFFORT.

5. EMBASSY THEREFORE URGES FULL AND COMPLETE SUPPORT FOR COMMERCIALIZATION PROGRAM WITH RAPID APPROVAL TO ENABLE PROGRAM TO GET OFF AND RUNNING AS SHORTLY AS POSSIBLE. THOMPSON

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Message Attributes

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